

AGENDA
EAGLE MOUNTAIN CITY ECONOMIC DEVELOPMENT BOARD
August 21, 2013—6:30 p.m.
3726 E. Campus Drive, Eagle Mountain, Utah

1. Motion to approve July 17, 2013 minutes

2. **Discussion: Goal 1 Update**

“City Wide Yard Sale and Clean-up” scheduled for 9/14.

The “City Wide Yard Sale and Clean-up” will be held once a year and will allow residents and business owners to have a yard sale in front of their current residence so as to drive traffic directly to Eagle Mountain City from surrounding cities. This will generate high traffic beneficial for local brick and mortar businesses as well as home-based businesses and residents.

a. Signage

i. Kevin working with Linda: 10 – 36x48 posters will be completed by 8/13

- Discuss distribution
- Discuss other sizes needed (16x20, 8.5x11)

b. HOAs – Suggest another mention in an email or newsletter.

c. Technical set-up completed and evolving

i. 40 registrants as of 8/12/13

ii. Daily Herald printed one article already

iii. Need to discuss more exposure to support amount of interest from residents. Have requested Linda reach out to bigger news stations for story.

iv. Kevin working with Linda to update map with new registrants

v. Scott @ M42X new home for map with more features; scheduled to go live before end of August

- Need to discuss –
 - a. Data rights with M42X
 - b. Ad Space

d. Marketing Schedule

End of July/Early August

- Brief to newspapers - Done
- Online event calendars

August

- Signage to local retail businesses – Week of 8/12/13
- “Be Prepared” email to local businesses – Eric Dow completing
- Possible focused email to all residents announcing yard sale.
- Ikani to meet with Board members regarding finalizing procedures/information
- Facebook campaign
- Map location moved to EMCityUtah.com/Yardsale. People will still go to eaglemountaincity.com/yardsale to register and see map but domains will forward to EMCityUtah.com/Yardsale

Early September

- Shopping push ad/flyer (same outlets)
- Final map, clean-up info and procedures
- Press release/pitch to reporters

3. Discussion: Goal 2 Update

"Business Welcome Kit"

The new business welcome kit is meant to assist in helping businesses in the following areas:

- a. Update:
 - i. Kevin/Linda: info can be available for download
 - Flash drive needs further discussions
 - ii. Justin
 - Finalizing 1st draft of kit contents
- b. Idea: Maybe Shawn can assist in contents as well as email to businesses asking what they would find helpful in a business kit.

4. Discussion: Incubator Update

Incubator Program

- a. Ikani to present incubator packet in meeting
- b. What role is this program to have in connection with EDB? Feeling slight disconnect.

5. Discussion: Board Member Update

Having Economic Development Board items and update to website:

- a. Name tags/business cards:
 - i. Ikani ordering new badges and generic business cards from UCI
- b. Biographies/headshots (Ikani)
- c. Email edboard@emcity.org (questions/concerns)

6. Discussion: Other Business

(Catch-all item)

- a. **New Idea: Monthly newsletter for businesses via M42X**
 - i. Categories
 - Events
 - Future Biz Developments (Ifo/Ikani)
 - Ideas and tips (online, traditional)
 - Local Biz News

CERTIFICATE OF POSTING

The undersigned duly appointed recorder or deputy recorder does hereby certify that the above agenda notice was posted in four public places within Eagle Mountain City limits on this **20th day of August, 2013**. These public places being bulletin boards located inside the City offices and located in the Eagle Mountain City Library, 1650 E. Stagecoach Run, Eagle Mtn., UT; and the bulletin board located inside the Prairie Gate professional office building, 3688 E. Campus Dr., Eagle Mountain, Utah. On this **20th day of August, 2013**, the above agenda notice was posted to the Utah State public notice website at <http://www.utah.gov/pmn/index.html>.

Fionnuala B. Kofoed, City Recorder